

# Historic West End Initiative



December 8, 2015







# Charlotte Center City Partners



## Purpose

- 501(c)4 not-for-profit corporation
- Envisions & implements strategies & actions that drive economic, social & cultural development of Charlotte's Center City

## Center City Vision

- Viable
- Memorable
- Livable
- Sustainable
- Modern infrastructure
- Great urban neighborhoods
- Thriving businesses



# Charlotte Center City Partners



## Focus

- Growing jobs
- Growing investment
- Recruiting & retaining the best talent

## Areas of Expertise

- Planning
- Research
- Business recruitment
- Programming & events
- Advocacy
- Marketing & public relations
- Sustainability



# Charlotte Center City Partners

## West End Work



- Expanded Gold Rush shuttle service to JCSU
- Placed B-Cycle station on Beatties Ford Road
- Participated on Streetcar Advisory Committee & Beatties Ford Task Force
- JCSU President is a member of CCCP Board of Directors





# Building on Momentum

## Public Investment

- **Gold Line Streetcar**
  - \$150 MM investment
  - Extends existing line down Trade Street past JCSU
  - Phase 2 opening 2019
- **Parks & greenway network development**
- **5<sup>th</sup> Street & 4<sup>th</sup> Street, bike & pedestrian improvements**



# Building on Momentum

## Public Investment

### CNIP Bond Investment Program

- \$20 MM infrastructure investment
- West Trade – Rozzelles Ferry
  - Enhance & compliment existing places
  - Create better linkages
  - Improve mobility
- 23 recommended projects







# Building on Momentum

## Private Investment

- **Opened JCSU Arts Factory**
- **Developed MOSAIC Village with Griffin family**
- **Gold Rush shuttle service**
- **New STEM center at JCSU**
- **Blue Blaze Brewing Company and Lakewood Trolley**
- **Residential development**





# Building On Momentum

## Neighborhood Initiatives



- **Historic West End Market**
- **Art and Soul Festival**
- **National Night Out**
- **Movie Night**
- **Digital Divide Event**
- **Back to School Bike Ride**



# Opportunity to Serve Historic West End

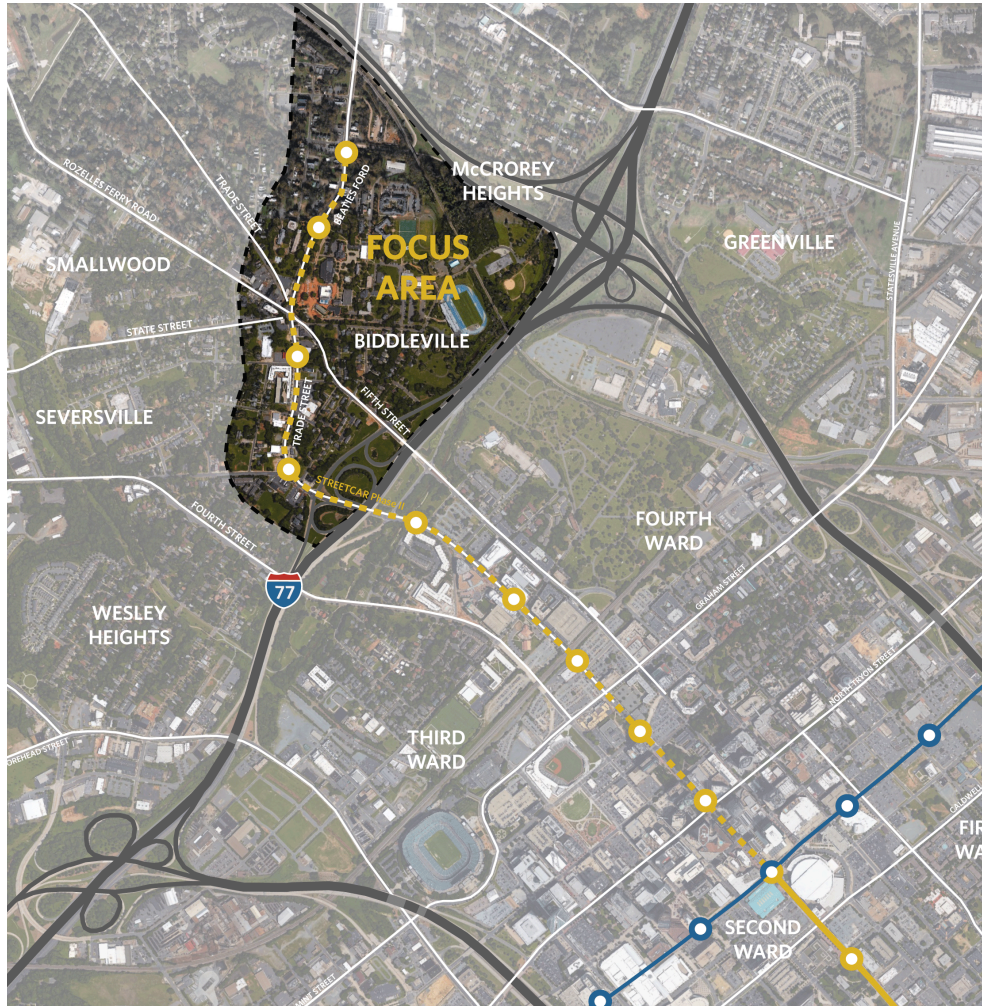


- Northwest Corridor Council of Elders invited Center City Partners to serve as “catalyst organization”
- Knight Foundation granted funding for CCCP to lead initiative for economic & community development
  - \$1.5 million
  - 3 years





# Focus Area



- West Trade Street / Beatties Ford Road corridor from I-77 to Brookshire Freeway
- Impact of work will extend beyond identified corridor
- Objective: Collaborate with West End neighborhood & business leaders to develop “neighborhood center”



# Historic West End Initiative Deliverables



- Recruit business & retail to the corridor
- Advocate for diverse housing & transportation options & enhanced quality of life
- Research issues & opportunities
- Provide analysis to inform potential investment





# Historic West End Initiative Deliverables



- Support community events
- Marketing and promotional efforts
- Invest in targeted infrastructure like street furniture and plantings

*Deliverables will be organized in implementation plan to be developed this fall with community input*



# Community Engagement



- **Community leaders are advisors to Historic West End Initiative**
- **Establish CCCP West End Board Committee to:**
  - **Advise staff**
  - **Recommendations regarding program of work**
- **Communication will be frequent & ongoing**





# Establishing the Framework

- **Developing an Implementation Plan**  
Progressive Urban Management Associates (P.U.M.A.), **Denver, CO**
- **Review Previous Studies and Reports**
- **Part One** – Study Visit  
October 20 – 22, 2015
- **Part Two** – Feedback  
December 2015
- **Part Three** – Draft Action Plan  
Early 2016

# DRAFT Strategic Framework

## VISION:

*The Historic West End will become a vibrant, prosperous, diverse and inclusive neighborhood center that respects its unique role as the center of Charlotte's African-American community.*

### PROSPER

#### Business Support & Growth

*Recruit, retain and incubate neighborhood services, community amenities, restaurants and other distinctive businesses that support and build upon the unique heritage of the Historic West End.*

### ENGAGE

#### Marketing & Communications

*Working with the community, develop and promote a distinct district identity and communicate the area's strengths to the region.*

### ENJOY

#### Public Realm

*Make the West Trade corridor more attractive and walkable through a variety of public realm improvements that include sidewalks, streetscape, pedestrian crossings and defining gateways.*

#### Active Neighborhood Center

*Advance policy and regulatory changes that support the development of unique and dynamic experiences along the commercial corridor.*

#### Link to Institutions

*Work with JCSU to advance its vision of becoming a "new urban university" through economic and physical linkages, and reach out to other key institutions including Johnson & Wales and the Midtown Medical District.*

#### Community Gatherings

*Work with the community to design and produce events that build community, bring neighbors together and celebrate the area's African-American heritage, history and future opportunities.*

#### Local Ownership & Preservation

*Recruit and assist African American-owned and/or operated businesses and multicultural locally-owned business to the West Trade corridor and balance new investments with the existing neighborhood fabric.*

#### Connectivity

*Advance transportation and infrastructure initiatives including the CityLYNX Gold Line and greenways that link the West Trade Street corridor to Uptown Charlotte.*

#### Livability

*Support community efforts to improve public safety, educational opportunities and housing choices.*







## Next Steps



- **Community Gathering**  
December 8, 2015
- **Draft Action Plan/Feedback**  
Early 2016
- Establish CCCP West End Advisory Board
- Begin Implementation

**Thank You!**

